

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)
Bureau of Tobacco and Chronic Disease (BTCD)

May 3, 2013

Arizona Department of Health Services
150 N. 18th Avenue, Room 345A
Phoenix, AZ 85007

MINUTES

Members Present:

Matt Madonna
Bill Pfeifer
Ron Spark
Scott Leischow
Kelly Hsu

Edmundo Hidalgo
Dana Russell
Sharlene Bozack
Kelly Grose
Tawanda Johnson-Gray

Members Absent:

Dana Russell

ADHS Staff:

Ben Palmer, ADHS BTCD
Courtney Ward, ADHS BTCD
Karen Boswell, ADHS BTCD

Anna Alonozo ADHS BTCD
Wayne Tormala, ADHS BTCD
Diane Williams, ADHS BTCD

Public Attendee:

Glenda Lumpmonth-ITCA
Anthony Forschino –ADOR
Evelina Yimdio - NACA, Inc
Tenillya Cody - NACA, Inc

Eldon Kalemsa – Hopi Tribe
Nicole Olmstead - AHA

Call to Order

Chairman Bill Pfeifer called the meeting to order at 10:00 a.m.

Approval of Minutes

Mr. Pfeifer asked for any final comments for the minutes dated 1-29-2013. None were received.
Mr. Madonna motioned for approval of the minutes. Matt Madonna seconded. Minutes were approved.

Introductions

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

Nominating Committee

TRUST nominating Chair, Sharlene Bozack, reported that there will be more information on recruitments at the next meeting. The TRUST is still looking for a marketing and/or communications person to be a part of the commission. The committee is made up of the following members: Scott Leischow, Sharlene Bozack, and Tawanda Johnson-Gray.

Financial Update

Karen Boswell presented on BTCD financials. Highlights from this presentation are outlined below:

- All monies are staying steady with no drop in any program areas.
- Ms. Boswell provided an update on Prop 303 funds and how funds are allocated.
- Ms. Boswell presented a new financial form and requested feedback from the Trust members who approved the new format.

Tobacco Update

Courtney Ward presented on Tobacco Program updates. Highlights from this presentation are presented below:

- The SYNAR program will be merging to BTCD.
 - There are no monies or FTE's associated with the merge
- FDA Program will be merging to BTCD
 - BTCD will be inheriting the FDA contract and reporting requirements as well as four FTE's
- These changes are occurring to streamline tobacco enforcement and surveillance activities within the state. The first phase of this move will be just to handle logistics of moving two programs into one. The second phase will be to look at realigning or re-strategizing enforcement and surveillance activities in the state.

Youth Cessation

Highlights from the Youth Cessation updates are presented below:

- "Kick Butts Day" was on Wednesday, March 20, 2013. All counties participated in the same activity around the entire state of Arizona. The youth created a pledge wall and did a STOP and DROP every 14 minutes to represent the number of people who die (1,400) everyday due to tobacco use. This was done throughout Arizona and was a great success.
 - Events featured on FOUR of FIVE major TV Networks:
 - TV Coverage: KTVK Channel 3; KSAZ FOX 10; KPNX NBC 12; KNXV ABC 15
 - Television viewership: 465,965
 - Local print/online: East Valley Tribune; PHX Biz Journal; Kingman Daily Miner; Sierra Vista Herald; Tucson Citizen; Eastern AZ Courier; Douglas Dispatch; AZ Daily Sun; News from Indian Country;
 - Print impressions (circulation): 114,779
 - National online: Wall Street Journal; Sacramento Bee; Yahoo! Finance Canada; International Biz Journal
 - Impressions: 70,309,179
 - Earned media value: \$31,938.16
- World No Tobacco Day will be held on Friday, May 31, 2013.
 - Counties will be implementing a similar strategy to gain earned media attention as they did on Kick Butts Day.
 - Youth will be gathering pledges for the entire month of May and pledges will be posted on their pledge wall and youth will be participating in a flash mob at 4:30pm (statewide) in high traffic locations within their communities.
- The STAND Conference will take place June 7-9, 2013, at the WigWam.
 - Sessions will have the some of the following: Public Speaking, Point of Sale, Tobacco Products and Team building
- BTCD worked very hard on working with STAND youth to find out what they wanted to learn and experience at this years STAND Conference.

- RIESTER will be starting production on a new campaign focusing on teenagers who smoke. Two creative messages were presented to the TRUST: “The Signal” and the “The Escape Factory.”
 - RIESTER is conducting focus groups around the state to finalize on one of the two options.
 - Final recommendations will be presented at the next TRUST meeting.
- Analytics were also presented for standaz.com, STAND Facebook page and Venomocity.com

Tobacco Policy Update:

Highlights from the Policy update are presented below:

- Two to Three year public marketing campaign on secondhand smoke, featuring the environments of multi-housing, cars, and parks
- Collaborate with First Things First
 - Core component BTCD’s Tier II public policy work, as we increase public discourse on the consequences of SHS, and particularly with regards to the health and developmental effects on the 0-5yrs population

Adult Cessation

Highlights from the Adult Cessation update are presented below:

- ASHLine Sustainability Plan: Entering Phase II
 - **Phase I:** Assessing and Building Support of Health Plan Coverage for QuitLine Services – Assessment of Largest Employers in Arizona complete
 - **Phase II:** Developing an Action Plan to Expand Health Plan Coverage of QuitLine Services – Convening stakeholder meeting June 19, 2013
 - **Phase III:** Building Support for QuitLine Coverage through Promotion, Education, and ROI – Currently creating support documents for initiative
- Project Quit – FY14 Marketing for ASHLine
 - Follow tobacco user over 30 days
 - Document the ‘quit process’
 - Professional Camera Crew: 3-days a week
 - Confessional Camera
 - Encourage others to quit via online contests

Chronic Disease Update

Anna Alonzo presented on Chronic Disease Updates. Highlights from this presentation are presented below:

- Presented evidence based materials and trainings that were presented to all BTCD contractors.
- The Chronic Disease Office has provided guidelines to all the contractors ~~guidelines~~ to follow for Prop 303 monies.

Closing Remarks

None

Public Speaking Comments

None

Meeting Adjourned at 1:10 pm

The TRUST Commission is a public meeting. In compliance with the State of Arizona’s open meetings laws, the recorded minutes for the May 2013 TRUST Commission meeting are available

to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-542-2075, to make arrangement to obtain the minutes.

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